

# EuroCHRIE News

Spring 2006

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[www.eurochrie.org](http://www.eurochrie.org)

## Great Location - Great Organisation - Great Conference Ahead! Thessaloniki will be the EuroCHRIE Highlight in 2006!

There was no doubt: the Board members did not want to miss Marianna Sigala's and Evangelos Christou's invitation for the Spring Board Meeting 2006, March 18th - 19th in Thessaloniki. The Greek cuisine welcome dinner that both had invited for the previous evening was still very much on our minds when we met at the future congress venue *Makedonia Palace Hotel*.



It was in the bar on the top floor with a wonderful view over the harbour that Board members Teoman Alemdar, Ron Carpenter, Bill Samenfink, Antoinette Klute-Wetterauer and Eléonore Vial met Marianna and Evangelos as well as their organisers Chryssoula Hatzgeorgiou (Congress Manager), Aggelos Seferiadia (Congress Art Director) and Ioanna Simelli (Congress Promotion Director).

The Board was provided with an update of the status of papers. More than 400 abstracts were received and 312 accepted - what a number! For all those who will join us in Thessaloniki we want them to know that a number of excellent events are awaiting them: social gatherings, a boat tour, a trip to the famous archeological site of Vergina (optional) as well as a number of outstanding keynote speakers from the hospitality and airline industry and a distribution network company.



The chosen number of hotels at different prices will allow everyone to make her or his own choice; At the Congress Venue - Macedonia Palace Hotel - reservation was made for about a hundred rooms. The result of the walking tour made clear that the hotel is of very high quality - the rooms are spacious and sunny and have high speed internet. Computers for accessing internet at the congress will be provided. During the tour of the rooms, the meeting and event rooms and the restaurant, the F&B Manager provided us with the latest informations.



The Carlone Room with sea view was considered the ideal place for the Board to meet. Thank you, Marianna and Evangelos for such an excellent organisation at such an early stage. So members and friends of EuroCHRIE: Mark your diaries and don't miss our annual conference October 25th - 28th 2006 in Thessaloniki, Greece!

**Antoinette Klute-Wetterauer**  
EuroCHRIE President 2005 - 2006  
[a.klute@fh-bad-honnef.de](mailto:a.klute@fh-bad-honnef.de)  
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## EuroCHRIE Membership

### BEING A MEMBER OF EUROCHRIE

If you have ever wondered why you are a member of EuroCHRIE then let's recap on some of the benefits that it offers. Apart from being a member of International CHRIE, one of the highest profile associations for educators and industrialists, you are also a member of EuroCHRIE our European family. EuroCHRIE provides you with wonderful networking opportunities with tourism and hospitality organisations around the world where we share the same values, research interests and deep concerns for the education of students. EuroCHRIE also facilitates 6 individuals to be members and to attend EuroCHRIE conferences because we are a family that care and help each other.

Your membership also offers you a range of quality publications; the monthly *Communiqué* accessed through [www.chrie.org](http://www.chrie.org), *JHTE* the online journal from SAGE but also a hard copy for your bookshelf, *JHTE* the quarterly award winning journal that relates to articles on teaching, learning and assessment in the classroom, *Hosteur* the online publication for your students. It is open access to your students through [www.chrie.org](http://www.chrie.org) and then there is our own EuroCHRIE newsletter that is published in hard copy at least 2 times per year. For institutional members you will receive once every 2 years the *Guide to College Programmes CD* that identifies all of the institutional members' profiles. Members also have access to 2 professionally managed websites, a full list of members and their contact details and all the up to date news about what is happening in both organisations: [www.chrie.org](http://www.chrie.org) and [www.eurochrie.org](http://www.eurochrie.org)

Other ways that you can make the most of your membership fee is through the 3 conferences that are held annually. The International CHRIE conference in the USA in July; the EuroCHRIE conference in autumn in Europe and finally the AsiaPAC conference in spring. Members will receive substantial discounts on all of these events and they are wonderful opportunities to network and listen to inspiring keynote speakers, participate in interactive workshops and listen to research presentations from peers.

Finally being a member offers you the opportunity to be involved with the governance of EuroCHRIE and International CHRIE. Our own Peter Jones has just been elected Vice President of International CHRIE. We are constantly looking for new members to get involved. For those of you that are interested why not nominate yourself for a range of positions. You will find a separate article on this. Also, as a member you are eligible to receive and nominate members for a range of awards to recognise contributions to both education and industry.

So if you have ever considered not renewing your membership then think again. I challenge anybody to find a subscription that offers so much for their membership fee. Like everything 'you only get out what you put in' so make the most of all these member benefits and more. Make sure you tell others. We have a frequent recruiter campaign where you can earn extra benefits.

For more details contact **Rai Shacklock**, EuroCHRIE Director of Membership [r.shacklock@leedsmet.ac.uk](mailto:r.shacklock@leedsmet.ac.uk)

### RAI SHACKLOCK - EUROCHRIE DIRECTOR OF MEMBERSHIP

In my day job I am Head of the UK Centre for Events Management in the Tourism, Hospitality and Events School at Leeds Metropolitan University in the UK. I have been a member of International CHRIE since 1990. In my volunteer role with EuroCHRIE and before I took the role of Director of Membership I was an area consultant. I was then elected President of EuroCHRIE and finally in 2003 - 2004 President of International CHRIE. I have a membership committee comprising of area consultants who are responsible for recruiting new members. Much of my time is spent chasing up lapsed members and checking out any membership enquires or problems. We are all working hard for you to increase membership and to improve the service that is offered.

#### **Rai Shacklock**

Leeds Metropolitan University, UK  
[r.shacklock@leedsmet.ac.uk](mailto:r.shacklock@leedsmet.ac.uk)



# New Area Consultants - Contacts for Membership

## **Olgun Cicek, PhD - Area Consultant Middle East**

Tourism Management at Emirates Aviation College Dubai - [olgun@eim.ae](mailto:olgun@eim.ae)

Olgun Cicek has completed his MSc in Tourism Management at the University of Surrey in U.K, and his PhD in Tourism at Dokuz Eylul University in Turkey. He has been teaching travel and tourism at different universities in Turkey, Georgia, N.Cyprus, and now in Dubai since 1992. He has also acted as a General Manager of a University Training Hotel for two years. He has affiliations with the American Hotel and Lodging Association (AH & LA) through his university for many years. He was the coordinator for TEDQUAL (Tourism Education Quality Certificate) of World Tourism Organization at his previous university in N.Cyprus. He also served as an instructor on HND courses EDEXCEL in Tourism and Hospitality at the Eastern Mediterranean University and Emirates Aviation College. During his service at various universities he has been in managerial positions as Deputy Head of Department and Assistant Director for the Social Sciences Institute. He has been designated as the Head of Travel and Tourism Department at Skyline College in UAE. He provides Training consultancy services to the industry as well as other institutions with his multinational and broad outlook from his experiences gained in Europe, the Mediterranean, and in the Middle East.



His research areas are mainly in Hotel Management, Tourism Education and Quality, Tourism Policy and Planning and European Union Tourism. He has organized four international conferences and participated as a speaker in many national and international congresses. He has several articles published in various academic journals both nationally and internationally. Olgun Cicek is married and has two daughters.

## **Sandra Watson, M.Sc. - Area Consultant England, Scotland, Ireland**

School of Management, Napier University, Edinburgh Scotland - [s.watson@napier.ac.uk](mailto:s.watson@napier.ac.uk)

I am currently Head of the HRM subject group in the School of Management at Napier University, Edinburgh, Scotland. I have lectured and researched in Hospitality Management for over 20 years. I have previously worked in the hotel sector of the industry specialising in HRM, before moving into academia to take up a post of lecturer in hospitality management. Despite my move out of hospitality lecturing, a few years ago, my interest in and enthusiasm for hospitality and tourism education is reflected in my research and external work in this field. I have published over 25 refereed articles and edited two texts in the areas of hospitality and human resource management. Recent publications include an analysis of managerial skill requirements in Scottish Tourism; HRM and Service Quality in the international hotel sector; and the changing role of HR/line managers in hotels. I have presented papers nationally and internationally at a number of conferences in the USA, China and throughout Europe and I am a regular reviewer for and participant in I-CHRIE and EuroCHRIE conferences. I participate in guest lecturing and special seminars for students in France, Spain, China, Cyprus, and various locations throughout the UK.



I serve on the editorial boards of several academic journals and act as a frequent reviewer for international journals including Research in Hospitality; Progress in Hospitality and Tourism Research and Human Resource Development International. I am extremely keen to promote academic and industry liaison activities and have received awards for research and scholarship, including the HCIMA's Partnership Award and I-CHRIE's best paper award. In terms of promoting hospitality education I participate in education quality enhancement activities in the UK, Ireland and Cyprus.

## THANK YOU



FONDATION NESTLÉ  
PRO GASTRONOMIA

for continuously supporting and sponsoring EuroCHRIE!

## New Area Consultants - Contacts for Membership

### **Susan Fournier - Area Consultant Switzerland, Austria, France, Germany**

Institut Hotelier César Ritz - [susan.fournier@ritz.edu](mailto:susan.fournier@ritz.edu)

I was raised in upstate New York and was able to participate in an exchange program which brought me to Switzerland, where I not only met my husband but also began my career in hospitality. I then worked in several restaurants and hotels in the USA and Switzerland, as well as running a business with my husband. When my children were young I left the industry and trained as a Teacher of English as a Foreign Language for adults. Teaching proved to be my "dream" job. When the former director of the college asked if I would be interested in establishing an EFL preparatory programme for students lacking the necessary skills for admission, it seemed like a great way to combine my interests. That was 12 years ago and since then I have become more and more involved with the school, I should perhaps mention that my husband is the director now! I teach Rooms Division Management as well as EFL and am currently working on a new programme being launched by César Ritz Colleges. I've attended EuroCHRIE conferences since Lyon in 1999 and always return with new ideas, inspiration and friendship. I am very grateful for the chance to meet colleagues and industry professionals who can keep me up to date on new trends and research.



### **Kristian Sievers, M.Sc. - Area Consultant Scandinavia**

Programme Director, HAAGA University of Applied Sciences - [kristian.sievers@haaga.fi](mailto:kristian.sievers@haaga.fi)

Drawing upon my experience of tourism development and upon a deep commitment to our international industry, I am more than delighted to have been selected as an Area Consultant for EuroCHRIE in October 2005 in Paris. It is a great privilege to be accepted to be a part of this excellent international network of hospitality educators. My career in the industry includes work experience in addition to my home country Finland, France, England and Estonia. I graduated with a Bachelor's degree in hospitality management from HAAGA and continued my studies for my Master's Degree in International Hotel Management at the University of Surrey. My duties in industry have included management positions in several sectors of the hospitality and tourism industry as well as consultancy in tourism and in franchising chains. Today I am responsible for Tourism Management education in HAAGA University of Applied Science. I am looking forward to more cooperations with EuroCHRIE members and to giving my support in making EuroCHRIE an even more important organisation in developing education and training for this exciting and rapidly expanding industry.



### **Katharine D'Amico - Area Consultant Spain, Portugal, Italy**

ESADE - [katharine.damico@stignasi.fje.edu](mailto:katharine.damico@stignasi.fje.edu)

Ms. Katharine D'Amico is a Lecturer in the Tourism & Hospitality undergraduate Diploma, and on the Innovative Hospitality Management Postgraduate as well as International Officer for the International Department at ESADE-Sant Ignasi in Barcelona, Spain. She completed her undergraduate with Honours in Applied Linguistics and Philology at Bishop's University and her Masters Degree in Translation and Interpretation in Montreal, Canada. She is a Certified Translator and Interpreter.

She has been teaching modules in areas related to Cross-Cultural Communication and Presentation Skills as well as translating and interpreting in Canada and Spain since 1992. She also teaches French and English language classes. She is also involved in international student mobility for study and in joint collaborative educational seminar modules with other European and American universities. Her research areas include cross-cultural communication, with joint lectures in seminars abroad in multicultural communication in Croatia, and Cultural Module Case Study at TUI-Spain, presented in Paris at the 2005 EuroCHRIE congress. She will be taking part in an internal research group dealing with Ethics in the Tourism Industry of the Ramon Llull University this coming academic year.



She was part of the organisational committee for the 2001 EuroCHRIE congress in Barcelona and is involved in international department initiatives at the university, including academic collaboration. She also works as a freelance linguistic consultant and translator for companies in Barcelona, Spain. She lives between Spain and Canada.

## +++Latest News+++Latest News+++

### I-CHRIE ELECTIONS

The EuroCHRIE family is proud to announce that our friend and colleague Professor Peter Jones has been elected incoming Vice President of I-CHRIE. The Board of EuroCHRIE and all members congratulate him on this prestigious position in our organisation!

#### **Antoinette Klute-Wetterauer**

EuroCHRIE President 2005 - 2006

Prof. Peter Jones has been elected I-CHRIE's incoming Vice President as of July 2006. On hearing of his appointment, he revealed: "I am delighted and honoured to be elected to this position and to follow in the footsteps of other distinguished EuroCHRIE members - Michael Nowlis and Rai Shacklock. I only hope I can do as good a job as they did in leading I-CHRIE".

Peter went on to say: "I would like to thank everyone who voted for me. I am especially touched by the many messages of congratulation and support I have received from CHRIE colleagues since my appointment was announced. I look forward to working with them in the future".

Peter is currently the ITCA Chair of Production and Operations Management in the School of Management at the University of Surrey and has a long association with CHRIE. In 1992, Peter was the founding President of EuroCHRIE and in 1997 he received CHRIE's Stevenson Fletcher Achievement Award, sponsored by Marriott International, for his "outstanding and innovative contribution to hospitality and tourism education". In 2002, EuroCHRIE awarded him the Nestlé Pro Gastronomica Achievement Award.

After leaving Westminster Hotel School Peter joined Trusthouse Forte Hotels before moving to Brussels. After five years there, during which he operated his own restaurant, he returned to the UK to begin a career as a hospitality educator and researcher. He has an MBA from the London Business School, a PhD from the University of Surrey and is a Fellow of the HCIMA. As well as serving on the CHRIE Board for the next three years, he is serving on Hong Kong's Business and Management RAE Panel in 2007 and the UK's RAE Business and Management Panel in 2008.

Although based at a four year school in a research-led university, Peter has pledged to serve all members of CHRIE: "I want to ensure that every member not only has value from CHRIE but also feels valued by the association. I would also seek to build on this by extending and strengthening CHRIE's networking, such as the networks between high school, two and four year schools, between schools and industry, between educators and researchers in different regions, and between CHRIE and other professional associations, whether educational or industry based".

#### **Alison Pike**

University of Surrey



**Thank you César Ritz Colleges for sponsoring  
and hosting the EuroCHRIE website!**

## EuroCHRIE Conference Paris 2005

### DAYS TO REMEMBER

Before the next exciting event is coming, please join us on a quick trip down memory lane, remembering the wonderful time we had in Paris in 2005. Commencing with the visionary speech of Cathy Kopp, Executive Vice President Human Resources ACCOR, and Mr. Paul Dubrule, one of the co-founders of ACCOR. Followed by a magnificent evening dinner at the Sofitel Hotel, sponsored by Grand Marnier, allowing for many awards to be passed on to dedicated members.

Let's also not forget the Gala Dinner - river cruise on the beautiful river Seine with stunning views of the Eiffel Tower and the historic buildings of the Capital of France.



It was great to see that all the professional papers that were presented received their deserving awards in this unique setting. Many thanks to Gilles Honegger and Eléonore Vial, who have worked hard to make this event a great success. Sadly, our valued member Gilles had surprised us with retirement. Bearing this in mind, we wish Gilles every good fortune for the years ahead and hope that he will still be present at many conferences to come.

Looking forward to seeing you all in Washington!

**Robert F. Wetterauer**

Managing Director ANGELL Business School Freiburg

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[www.absf.de](http://www.absf.de)



# EuroCHRIE Conference Thessaloniki 2006

## 24th EuroCHRIE Congress:

"IN SEARCH OF EXCELLENCE FOR TOMORROW'S TOURISM, TRAVEL AND HOSPITALITY"

Hosted and organized by the UNIVERSITY OF THE AEGEAN

Makedonia Palace Hotel, Thessaloniki, Greece

25 - 28 October 2006

[www.eurochrie2006.gr](http://www.eurochrie2006.gr)



Nothing in today's chaotic tourism, travel and hospitality environment stays the same long enough. Achieving and sustaining excellence, either in the private or the public sector, is a major challenge for relevant stakeholders! Excellence has also been strongly linked with success. The search for success through excellence is always with us, the world is changing constantly, and the impacts of change are critical for tourism, travel and hospitality management and education. Success may generate even more excellence, both at a macro-environmental and micro-environmental level. Excellence can be small-scale or large-scale. Excellence can also be seen as a constant revolution having an impact on political, social, cultural, technological and economic environments. Any stakeholder in tourism, in travel and in hospitality, industry practitioner, educator or researcher, is facing vital questions like:

- How to prepare excellence?
- How to accept excellence?
- How to manage excellence?
- How to optimize excellence?
- How to survive with excellence?
- How to sustain excellence?
- How to teach excellence?
- How to research excellence?



If you are looking for answers to the above questions, then make sure that you will be in Greece for the 24th EuroCHRIE Congress in October 2006. If you think you can provide answers to the above questions, then, again, you should come and tell us about it at the 24th EuroCHRIE Congress in October 2006. This prestigious congress is hosted and organised by the *University of the Aegean*, a traditional and state-owned university in Greece, with over 10,000 undergraduate and postgraduate students, and 600 members of teaching and research staff.

The 24th EuroCHRIE Congress will take place at the luxurious *Makedonia Palace Hotel*, ideally located by the sea and with spectacular views of the Thermaikos Gulf, in Thessaloniki, Greece. Thessaloniki was named after the sister of Alexander the Great and is one of the oldest cities in Europe - eight years ago the city celebrated 2400 years since its establishment. Thessaloniki is a seaside port city and has served as European Capital of Culture in 1997, and is well-known for its cosmopolitan style, rich gastronomic appeal, and vibrant night-life. The city has a rich culture and history influenced by the classic Greek, the Roman, the Byzantine and the Ottoman eras.

This state-of-the-art congress programme includes:

- a) A high quality scientific research track with refereed paper presentations
- b) Cutting-edge keynote speakers and roundtables from the industry, the academia and the public sector
- c) Student paper presentations and a PhD workshop
- d) Unforgettable social activities, including excursions and field tours...

**Want to find out more? Would you like to share your research findings and innovative practices?**

For more information about the congress, please contact the Congress Manager Ms. Chryssoula Hatzigeorgiou at [chratz@farm.teithe.gr](mailto:chratz@farm.teithe.gr) or visit the official congress website [www.eurochrie2006.gr](http://www.eurochrie2006.gr)

## New Publications

### Exploring Events Management

If you are teaching events management and wondering where to turn to for resources, help is available. The Elsevier Butterworth-Heinemann Events Management Series (edited by Glenn Bowdin, Professor Don Getz and Professor Conrad Lashley) has been launched to address the needs of students, academics and practitioners by providing a range of texts to support education and training in this rapidly emerging subject.

Events Management, 2nd edition, launched in March, is the third book to be published within the series, following recent books by Guy Masterman and Emma Wood (Innovative Marketing Communications: Strategies for the Events Industry) and Julia Tum, Philippa Norton and J. Nevan Wright (Management of Event Operations). Further books due out shortly are Marketing Destinations and Venues for Conferences, Conventions and Business Events (Tony Rogers and Rob Davidson), Events Design and Experience (Graham Berridge) and Event Feasibility: The Business Case for Events and Festivals (William O'Toole).

To order the book or to find out further information about the series and the above mentioned books, please visit: <http://books.elsevier.com/contentimages/eventmanagementseries.htm>.

Whilst we are actively commissioning new titles for the series, the series editors also welcome all new ideas and proposals. Should you wish to submit a proposal, please email Glenn Bowdin at [G.A.J.Bowdin@leedsmet.ac.uk](mailto:G.A.J.Bowdin@leedsmet.ac.uk).

#### Glenn Bowdin

Principal Lecturer in Events Planning,  
UK Centre for Events Management, Leeds Metropolitan University, UK

### Innovative Marketing Communications: Strategies for the Events Industry by Guy Masterman and Emma Wood, (ISBN 0-7506-6361-8, 2006)



Innovative Marketing Communications: Strategies for the Events Industry is a first for the industry. Whilst event-marketing texts have emerged in recent years, there have been none that have focused on the process of researching, planning and implementing marketing communications specifically for events or for the use of events as marketing communications tools. The book provides a blend of theory, research and industry best practice, and is further brought to life via the use of event examples and case studies that cover the full range of organizational types operating in event markets around the world.

### Management of Event Operations by Julia Tum, Philippa Norton and J. Nevan Wright, (ISBN 0-7506-6362-6, 2006)



The Management of Event Operations provides an introduction to the management of operations for the event planner and venue provider. Taking a holistic view of an event enterprise, it links the traditional topics within operations management to present a coherent and hands-on approach specifically for the events manager. The approach is pragmatic and is dictated by practical consequences and considerations, which are so important to an event manager who balances many views and needs from diverse stakeholders.

## New Publications

**Events Management, 2nd Edition**

by Glenn A J Bowdin, Johnny Allen, William O'Toole, Robert Harris and Ian McDonnell  
(ISBN 0-7506-6533-5, March 2006)



Events Management provides an introduction to the principles and practices associated with planning, managing and staging events. Now in its second edition, this successful text has been fully revised and updated to include new case studies and chapters on the economic analysis of events, strategic marketing, and information technologies. It is full of real-life case studies which illustrate key concepts and place theory in a practical context. The book introduces the concepts of event planning and management; discusses the key components for staging an event, and covers the whole process from creation to evaluation; examines the event industry within its broader business context; provides an effective guide for producers of events and contains learning objectives and review questions to consolidate learning.

## Open Positions in EuroCHRIE Institutions

The **International University of Applied Sciences Bad Honnef · Bonn** is a highly focused, private, state accredited, all English speaking university offering a unique educational concept specialising in service sector management.

Already recognized for its innovation and leading position among the most renowned educational institutions in the field of Tourism, Hospitality, Aviation, Event and Business Management! We are currently seeking

**Part- and Full-time Professors**

Internationally recognised degrees with an optimal balance of theory and practice, modern management techniques, an international and energised faculty, strong commitment to international positioning, closeness to industry and the personal touch are important foundations of the university you will be joining.

An exclusive campus situated in the small town of Bad Honnef near the former German capital Bonn with its cosmopolitan cultural life and two international schools awaits you.

Starting in September 2006 or later. Candidates need to have specialised in at least one of the following areas:

- **Hospitality Management**
- **Aviation Management**
- **Tourism Management (with a strong focus on Tour Operations)**
- **Financial Management**
- **Accounting**
- **Service Sector Management**
- **Economics**

Candidates will require a master's degree, an earned doctorate in the relevant field, at least 5 years teaching and professional experience and a minimum of 3 years experience spent outside of a university. Experience in a related industry is also optimal.

Full-time positions will carry a teaching load of up to 18 hours per week, approximately 38 weeks per year. In addition faculty is expected to advise students and assist in the administration, which will be granted by a reduction of the teaching load. Compensation will be based on qualification and professional experience.

Review of applicants will start on 20th of April and continue until all positions are filled. Please submit your application together with curriculum vitae, photograph, documentation of academic achievement and teaching experience to

**Prof. Dr. Peter Thuy**, Founding Dean  
p.thuy@fh-bad-honnef.de

International University of Applied Sciences Bad Honnef · Bonn  
Muelheimer Strasse 38 | 53604 Bad Honnef | Germany  
www.fh-bad-honnef.de



Les Roches Marbella, Swiss Hotel Association School of Hotel Management, is currently expanding its Hospitality Management Degree and Postgraduate Programmes and is seeking for **Lecturers** in the following areas:

- ACCOUNTING-FINANCE-STATISTICS (REF. FINANCE).
- ROOMS DIVISION (REF. R.D.).
- MARKETING (REF. MKTG).

Under the supervision of the Academic Director, he/she will be teaching and delivering academic theoretical classes in any of the above subjects.

**Requirements:**

- Bachelor's Degree in the specific subject.
- Master Degree (an advantage).
- Certified Hospitality Educator (an advantage).
- Bilingual (Spanish/English), fluent in both spoken and written.
- Computer skills.
- Minimum of 3 years experience in the Hospitality Industry and one year teaching experience.

Candidates must send their CV, picture and reference letter to:  
rhh@lesroches.es

For further information please visit [www.lesroches.es](http://www.lesroches.es)

## EuroCHRIE Elections & Awards

Dear colleagues and EuroCHRIE members,

The time for **EuroCHRIE elections** as well as nominations for the prestigious EuroCHRIE awards is coming up soon! Please take a few minutes of your time to nominate yourself and/or a deserving colleague of yours (who must be a EuroCHRIE member) for the positions of Secretary, Director for Internal Relations and Director for Public Relations.

**The Secretary is a 4-year Executive Committee member position** leading to the positions of Vice-President, President and Past-President.

**The Director for Internal Relations is a two year position** and its main role is to cater to member services: keeping track of member suggestions, queries and concerns, whilst answering them when possible. He/she also works to assure effective communication and a constructive relationship between I-CHRIE and EuroCHRIE, as well as the various elements within EuroCHRIE itself.

**The Director for Public Relations is a two year position** and its main role is to ensure that EuroCHRIE's communication goals are attained through good contact with the media, liaison with "allied" organisations and dissemination of information through the newsletter and other media channels. The Director also works to promote EuroCHRIE events and conferences whilst raising awareness of EuroCHRIE as an organisation generally.

Also do not miss the opportunity to nominate a deserving hospitality and/or tourism academic and/or professional for the following prestigious EuroCHRIE awards, which will be presented at the EuroCHRIE 2006 Conference in Thessaloniki, Greece, 26 - 28 October:

- President Award
- Nestlé Pro Gastronomía Award
- EuroCHRIE Award

**The President's Award for Outstanding Achievement** is sponsored by the HCIMA and AHLA-EI and is presented to an individual to "recognise his lifetime outstanding contribution to the hospitality industry and to education".

**The Nestlé Pro Gastronomía Fondation** sponsors an award that honours "a professional who has demonstrated excellence in training, education and development work in the hospitality industry".

The BATER (Balkan Association for Tourism Education & Research) and MATHER (Mediterranean Association for Tourism & Hospitality Education and Research) associations sponsor the **EuroCHRIE Award** that recognizes and honours an individual's outstanding achievements and contribution to tourism and hospitality education. This is an exciting, highly appreciated and rewarding opportunity to actively contribute to the EuroCHRIE Federation and all its membership.

For more information regarding the EuroCHRIE board positions as well as for the awards please refer to the EuroCHRIE bylaws which can be found on the EuroCHRIE website [www.eurochrie.org](http://www.eurochrie.org)

You are kindly requested to email all your nominations to Marianna Sigala, Chair of the Nominations Committee of EuroCHRIE at [m.sigala@aegean.gr](mailto:m.sigala@aegean.gr)

Deadlines for receiving nominations:

**15th of May 2006 for the EuroCHRIE Board Elections**

**1st of July 2006 for the EuroCHRIE Awards**

**Marianna Sigala**

Chair of the Nominations Committee, Past President EuroCHRIE

[m.sigala@aegean.gr](mailto:m.sigala@aegean.gr)



## I-CHRIE Conference 2006 in Washington D.C.

The 2006 annual I-CHRIE Conference will be held in the Hyatt Crystal City Hotel in Washington D.C. from July 26th to the 30th. The keynote speakers will include Ron Yudd, Ira Blumenthal, and Thoams Winkelmann who is sponsored by EuroChrie.

**Ron Yudd** is the President of Points of Profit Leadership Inc. and an internationally recognized expert in profit analysis, leadership development and creating service excellence. The challenge that every educator faces today is how to equip students with the tools for their personal and global success in our industry. Genuine leaders are those that care about their business and products but also care deeply about their employees, their guests and their communities.

The second speaker, **Ira Blumenthal**, is often referred to as the food industry's "Renaissance Man." Blumenthal is the president of CO-OPPORTUNITIES, Inc., an Atlanta-based consulting company that has counseled world-class clients such as Coca-Cola, Nestlé, Kroger, McDonald's, Harrah's, Albertson's, TGI Friday's, United Artists, Disney, Sara Lee, Wal-Mart, Marriott, Circle K, Fairmont Hotels, Brinker, General Mills, Hampton Inns and many more. Blumenthal has also been featured and quoted in virtually every hospitality and food industry publication (foodservice and retail), as well as in media sources such as The Wall Street Journal, USA Today, BrandWeek, People, CNN, Entrepreneur and others.

The EuroCHRIE sponsored speaker, **Thomas Winkelmann**, is the Vice President of The Americas for Lufthansa. He was named to this position in September 2000, in a move that unified the airline's North American and Latin American area management. Once a luxury service product, airlines are now facing the threat of becoming nothing more than a pure commodity.

**Bill Samenfink, Ph. D.**

Director at Large EuroCHRIE, I-CHRIE Director of Conferences

## I-CHRIE Board Meeting in Washington D.C.

At the Board Meeting, February 3rd, 2006, all members had a look at the conference venue, the hotel rooms and the facilities. Among other important items, three main subjects were discussed:



1. After Australia and New Zealand joined ApacCHRIE, a Petition for Federation has been received from ApacCHRIE. The Board approved ApacCHRIE becoming a Federation; Kay Chong was happy to deliver the wonderful message to his fellow members.

2. Suggestions were made to have the annual conference outside of the U.S. once in a while, e.g. every fifth year. It could be a "global conference", some

say, a cruise ship would be nice...

3. I-CHRIE is preparing for the 60th anniversary with a 'Sixty for Sixty Campaign' (see next page). The I-CHRIE staff has fully contributed to it and so did the whole Board to act as a model for all members. The photo shows the cheque being delivered to John Drysdale.



**Antoinette Klute-Wetterauer**

EuroCHRIE President 2005-2006

## Sixty for Sixty Campaign

Dear Fellow I-CHRIE Member:

As we look forward to the coming year, I-CHRIE will be celebrating its 60th Anniversary. As you know, the FutureFund™ Committee has been raising funds over the past several years to make sure that I-CHRIE will always be there for the advancement of hospitality and tourism education. To date almost \$90.000 has been raised. This has come primarily from auctions and raffles, as well as sporadic donations.



The FutuerFund™ is an endowment account where gifts and funds are invested and only the interest is used to provide a perpetual income stream for activities directly related to our mission. None of the money is used for the day-to-day operating budget.

We feel that the time has come to take the fundraising effort to the next level. In order to go outside of our association for donations, we need to prove participation from I-CHRIE members. Nothing says commitment to a potential outside donor more than an internal campaign with 100% participation. Therefore, we ask you individually today, to sit down and write a check to the **“Sixty for Sixty Campaign”**.

This is a prime opportunity to help THE ASSOCIATION that makes hospitality and tourism education a reality around the world. Help secure the future of your association, not only for your own use, but also for the future of hospitality and tourism educators everywhere. Please make a donation today. **Our goal is 100% participation.**

Sincerely,

**Robert Bosselman**, President I-CHRIE  
**John Drysdale**, Chair FutureFund™ Committee

	<h2>\$60 for 60 years Donation Form</h2>	
<input type="checkbox"/> \$1-\$60 Faculty Club	<input type="checkbox"/> \$601-\$3,000 Provost's Club	
<input type="checkbox"/> \$61-\$260 Dean & Director's Club	<input type="checkbox"/> \$3,001-\$6,000 President's Club	
<input type="checkbox"/> \$261-\$600 Vice President's Club	<input type="checkbox"/> Over \$6,000 Board of Trustees Club	
<i>(Contributions over \$6,000 may be made in a lump sum or prorated annually over five years.)</i>		
Yes, I want to participate in the "60 for 60 Campaign."		
Name _____		
Address _____		
City _____		
State, Country, Zip Code _____		
If you are not donating individually, but rather in the name of your program, school, or business, please give the name here _____		
All names will be listed in the CHRIE Communiqué and the Conference Proceedings. If you wish to remain anonymous, please check here <input type="checkbox"/>		
Enclosed is my check for \$ _____ Make checks payable to I-CHRIE. Donations are tax deductible for U.S. Federal income tax and MAY be deductible in other countries. Please consult with your tax advisor.		
Please charge my credit card in the amount of \$ _____ Credit Card Type: MC Visa AMEX		
Number _____ Expiration Date _____		
Signature _____		